REMARKS

Applicants respectfully request that the above-identified application be reexamined.

The Office Action mailed September 7, 2007 (hereinafter "Office Action") rejected all of the claims remaining in this application, namely, Claims 1-12, 14-18, and 20-23, as being fully anticipated by the teachings of U.S. Patent No. 7,100,115, issued to Yennaco (hereinafter "Yennaco"). Applicants respectfully disagreed in their response of December 6, 2007. The Patent Office replied with the Advisory Action of February 11, 2008. The Advisory Action rejected the applicants' arguments provided in their December 6, 2007, response. The Advisory Action specifically rejected applicants' argument that the registry of Yennaco is different than the system registry of Claim 1. The Advisory Action asserted that a recitation of the intended use of the claimed invention must result in a structural difference between the claimed invention and the prior art in order to patentably distinguish the claimed invention from the prior art, stating that if the prior art structure is capable of performing the intended use, then it meets the claim. While applicants respectfully disagree, in order to advance the prosecution of the present application, Claim 1 has been amended to include the functionality of the system registry, thus patentably distinguishing the system registry from the registry as described in Yennaco. New independent Claim 25 has been added. This amendment is being submitted concurrently with a Request for Continued Examination.

Pursuant to 37 C.F.R. § 1.111, and for the reasons set forth below, applicants respectfully request reconsideration and allowance of the pending claims. Prior to discussing in detail why applicants believe all of the claims remaining in this application are allowable, a brief description of the disclosed subject matter and a brief description of the cited and applied reference (Yennaco) are provided. The following discussion of the disclosed subject matter and the cited and applied reference are not provided to define the scope or interpretation of any of the claims in this application. Instead, these discussions are provided to help the U.S. Patent and Trademark Office better appreciate important claim distinctions discussed thereafter.

Disclosed Subject Matter

The present application discloses downloading, caching, and displaying featured content items, i.e., information items focused on a specific topic, from a dynamically updatable database of featured content items. Disclosed is a computer-implemented method for processing featured content. A database query for featured content items is generated without user input. The featured content items, as noted above, have information focused on a specific topic. Featured content items received in response to a database query are stored in memory. Then, a predetermined number of featured content items are selected from the featured content items stored in memory. The selected featured content items are stored in a system registry.[1] In response to receiving a command from a software application to display at least one featured content item, without user input, the featured content item is retrieved from the system registry and displayed on a graphical user interface.

Also disclosed is a computer-implemented method of displaying featured content in a hypertext document, the featured content items having information focused on a specific topic. In response to receiving a request for a hypertext document containing information that describes a topic, without user input, a database query is generated for featured content items. The query is configured with an identifier associated with the topic. Featured content items received in response to the database query are tested to determine if the number of received featured content items is greater than a predetermined number of featured content items. If the number of received featured content items is greater than the predetermined number of featured content

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[1] A system registry is a central, hierarchal database that Windows-type operating systems ("OS") use to store information about the computer configuration. The system registry keeps the data to which a Windows-type OS continually refers during operation, such as profiles for each user, the applications installed on the computer and the type of documents each can create, the properties of folders and program icons, the configuration of OS drivers, and information about used ports. See http://support.kaspersky.com/faq/?qid=208279334 for more detail.

items, the hypertext documents are formatted to include at least one featured content item for display. The formatting is such that the hypertext document item is displayed with the contents of the hypertext document.

Also disclosed is a method for updating a database of featured content items, the featured content items having information focused on a specific topic. Each featured content item of the database includes an attribute that indicates if the featured content item is of interest or not of interest. The method comprises determining, without user input, if a featured content item has expired. The method also determines, without user input, if the featured content item is highly rated. If the featured content has expired, the attribute is modified to indicate that the featured content is not of interest. If the featured content item has not expired and if the featured content item is highly rated, the attribute is modified to indicate that the featured content item is of interest.

Summary of U.S. Patent No. 7,100,115 -- Yennaco

Yennaco discloses a method and apparatus for providing computer-based help. More specifically, a method of managing context-sensitive help data for a computer system is purportedly disclosed by Yennaco. In one exemplary form shown in Fig. 6, a cache 152 includes a designated datafield 160 for storing help data that is currently being displayed. The cache 52 also includes a datafield for storing the registry 170 of help identifiers that are related to each other. The registry includes a list of help data identifiers 156 corresponding to components 140 that are considered to be related to each other in that if the user refers to one of the components, it is likely that the user will also refer to one of the related components. Thus, when the help data having an identifier in the registry 170 is first rendered, the help data corresponding to the other identifiers of the registry is loaded in the cache 152 from memory that has an access time that is greater than that of the cache 152, such as from remote memory 156. (Col. 7, lines 38-51.)

Yennaco does not disclose retrieving featured content memory stored in a system registry and displaying the featured content items on a graphical user interface, wherein the system registry contains information about computer configuration that the operating system continuously references during operation, the information including the applications installed on the computer, the types of documents creatable by the applications, the properties of folders and program icons, and the hardware configuration.

<u>Claim Rejections Under 35 U.S.C. § 102</u>

Claim 1, as amended, reads as follows:

> A computer-implemented method for processing featured content **on a client computer, the client computer having an operating system, the operating system including a system registry, the system registry containing information about computer configuration that the operating system continuously references during operation, the information including the applications installed on the computer, the types of documents creatable by the applications, the properties of folders and program icons, and the hardware configuration,** the method comprising:
>
> generating, without user input, a database query for featured content items, the featured content items having information focused on a specific topic;
>
> receiving featured content items in response to the database query;
>
> storing the featured content items in **a local** memory;
>
> selecting a predetermined number of featured content items from the featured content items stored in **the local** memory;
>
> storing the selected featured content items in **the** system registry; and
>
> in response to receiving a command from a software application to display at least one featured content item, without user input, retrieving featured content items stored in the system registry and displaying the featured content items on a graphical user interface. (Emphasis added.)

Applicants respectfully submit that Claim 1, as amended, is allowable over Yennaco. Applicants point out that Yennaco describes a memory unit that is structurally and functionally different from the system registry of Claim 1, and therefore may not perform the functions of the system registry as recited in Claim 1. For example, Figure 6 of Yennaco:

> illustrates the cache memory 152 and the registry 170 . . . . The cache 152 includes a designated data field 160 for storing the help data 49 which is

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currently being displayed. The cache 152 also includes a data field for storing the registry 170 of help data identifiers 156 which are related to each other . . . . The cache manager 66 processes each help data identifier 172 in the registry 170 to retrieve the help data associated with each help data identifier from the memory location where it is stored, such as remote memory 36. (Yennaco, Col. 7, lines 40-45, Col. 8, lines 55-58.)

Thus, Yennaco's registry is a registry stored in a cache and stores data identifiers 156, but not the help data itself (which can be equated to featured content items stored in Claim 1's system registry). Clearly, Yennaco's memory structure utilized to store and manipulate help data is structurally different from the system registry of Claim 1 in that it includes a cache 152 to store help data **and** a registry 170 to store help data identifiers that, in effect, point to the location of help items. Therefore, Yennaco's registry 170 cannot be equated to Claim 1's system registry because it does not store featured items for display. Furthermore, Yennaco's registry 170 is functionally different from the system registry of Claim 1 in that Yennaco's registry is not configured to store any operating system information as now recited in Claim 1.

Because Yennaco's registry is structurally and functionally different from the system registry of Claim 1, and because it does not store the equivalent of the featured content items, Yennaco fails to disclose storing the selected featured content items in the system registry, retrieving featured content memory stored in a system registry and displaying the featured content items on a graphical user interface. As a result, Claim 1 is submitted to be allowable over Yennaco.

Because Claims 2-11 depend directly and indirectly from Claim 1, they are submitted to be allowable for at least the same reasons as Claim 1. With regard to the dependent claims, applicants respectfully submit that they include additional features that, when considered in combination with the subject matter of Claim 1, are also not disclosed by Yennaco. For example, Claim 10 recites "determining if individual featured content items are out of date; and if individual featured content items are out of date, removing the individual featured content items from the **local** memory." Claim 3 recites "randomly selecting three featured content items

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from the featured content items stored in the **local** memory." (Emphasis added.) Yennaco does not teach, disclose, or even remotely suggest the subject matter of Claims 3 and 10.

Independent Claim 14 reads as follows:

> **A computer-implemented method of displaying featured content items in a hypertext document,** the featured content items having information focused on a specific topic, the method comprising:
>
> **in response to receiving a request for a hypertext document containing information that describes a topic, generating, without user input, a database query for a number of featured content items, wherein the query is configured with an identifier associated with the topic;**
>
> receiving featured content items in response to the database query;
>
> **determining if the number of received featured content items is greater than a predetermined number of featured content items;** and
>
> **if the number of received featured content items is greater than the predetermined number of featured content items, formatting said hypertext document to include at least one featured content item for display, the hypertext document being formatted to display the data of the featured content item with the contents of the hypertext document.** (Emphasis added.)

While Yennaco purportedly discloses accessing hypertext documents, Yennaco does not disclose the highlighted portions of Claim 14, particularly when considered as a whole. In particular, Yennaco does not disclose determining if the number of received featured content items is greater than a predetermined number of featured content items and, if the number of received featured content items is greater than the predetermined number of featured content items, formatting hypertext documents to include at least one featured content item for display, the hypertext document being formatted to display the data of the featured content item with the contents of the hypertext document. Applicants have been unable to locate this subject matter at any location in Yennaco, much less in Col. 10, lines 50-67, reproduced in the Office Action. As a result, applications respectfully submit that Claim 14 and all the claims dependent therefrom remaining in this application (15-18) are also clearly allowable. Many of these claims are

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submitted to be allowable for additional reasons. For example, Claim 14 states that the method further comprises formatting the hypertext documents without the featured content items if the number of received feature content items is not greater than the predetermined number of featured content items. This subject matter is clearly not taught or suggested by Yennaco. Likewise regarding Claims 16 and 17.

Claim 20 reads as follows:

> **A method for updating a database of featured content items**, the featured content items having information focused on a specific topic, **each featured content item of the database including an attribute that indicates if the featured content item is of interest or not of interest**, the method comprising:
> determining, without user input, if a featured content item has expired;
> **determining, without user input, if the featured content item is highly rated;**
> **if the featured content item has expired, modifying the attribute to indicate that the featured content item is not of interest; and**
> **if the featured content item has not expired and if the featured content item is highly rated, modifying the attribute to indicate that the featured content item is of interest.**
> (Emphasis added.)

Yennaco does not disclose featured content in a database that includes an attribute that indicates if the featured content item is of interest or not of interest. While Yennaco does disclose the expiration of help items, Yennaco does not disclose if featured content is highly rated. Yennaco also does not disclose that if a featured content has expired, modifying the attribute to indicate that the featured content item is not of interest; much less if the featured content item has not expired and if the featured content item is highly rated, modifying the attribute to indicate that the featured content item is of interest. In this regard, applicants have carefully reviewed Yennaco and have been unable to locate the highlighted subject matter, particularly when considered as a whole. It is clearly not disclosed in the portions of Yennaco referenced in the Office Action. As a result, applicants respectfully submit that Claim 20 and all of the claims dependent from Claim 20 remaining in this application (Claims 21-23) are clearly
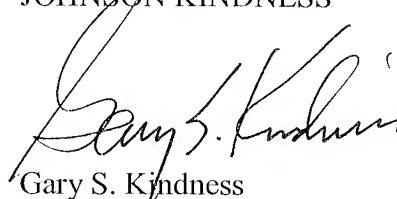
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allowable. With regard to the dependent claims, applicants respectfully submit that they include additional features that, when considered in combination with the subject matter of Claim 20, are also not disclosed by Yennaco. For example, Claim 22 recites determining if the featured content item has been displayed more than a predetermined number of times and, if the featured content item has not expired and if the featured content item has been displayed more than a predetermined number of times, modifying the attribute to indicate that the featured content item is of interest. Yennaco does not teach, disclose, or even remotely suggest this subject matter.

CONCLUSION

In view of the foregoing amendments and remarks, applicants respectfully submit that all of the remaining claims in this application are allowable. Consequently, early and favorable action allowing these claims and passing this application to issue is respectfully requested. If the Examiner has any remaining questions, the Examiner is encouraged to contact applicants' attorney at the number set forth below.

Respectfully submitted,

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